

Amendment and Response
Applicant: Howard Taub et al.

Serial No.: 09/996,899

Filed: November 30, 2001

Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS

RECEIVED
CENTRAL FAX CENTER
JUL 20 2006

IN THE CLAIMS

Please add claims 51 and 52.

Please amend claims 1, 3, 4, 13-19, 22-30, 40, 49, and 50 as follows:

1. (Currently Amended) A server from which a sender distributes content messages to one or more receivers, comprising:
 - a processor;
 - memory;
 - a content packet stored in the memory, the content packet including:
 - message content;
 - a sender bank identifier; and
 - a plurality of values that indicate different amounts based on a manner of rendering that the sender offers to credit a receiver for rendering at least a portion of the message content, wherein the manner of rendering includes at least one of displaying the message content, printing the message content, and playing at least one of audio and visual content of the message content.
 - wherein the processor is configured to execute a program, and the program is configured to construct the content packet and distribute the content packet to the one or more receivers.
2. (Original) The server as recited in claim 1, wherein the content packet further comprises a message identifier that uniquely identifies the message content.
3. (Currently Amended) The server as recited in claim 1, wherein:
 - one of the plurality of values is a first value that indicates an amount that the sender offers to credit the receiver for rendering displaying the message content on a display; and
 - one of the plurality of values is a second value that indicates an amount that the sender offers to credit the receiver for printing the message content.
4. (Currently Amended) The server as recited in claim 1, wherein:

Amendment and Response

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Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS

one of the plurality of values is a first value that indicates an amount that the sender offers to credit the receiver for ~~rendering~~ displaying the message content ~~on a display~~; and

one of the plurality of values is a second value that indicates an amount that the sender offers to credit the receiver for playing ~~audio/visual~~ the at least one of the audio and visual content of the message content.

5. (Original) The server as recited in claim 1, further comprising a digital signature module configured to digitally sign the content packet.
6. (Previously Presented) The server as recited in claim 1, wherein the content packet further comprises finishing instructions that the receiver must fulfill before at least one of the plurality of values is credited to the receiver.
7. (Previously Presented) The server as recited in claim 1, wherein at least one of the plurality of values is a monetary value that is credited to a receiver bank account from a sender bank account identified by the sender bank identifier.
8. (Previously Presented) The server as recited in claim 1, wherein at least one of the plurality of values is a credit value that may be credited toward a product or service purchase.
9. (Previously Presented) The server as recited in claim 1, wherein at least one of the plurality of values is a credit/redemption slip.
10. (Cancelled)
11. (Previously Presented) The server as recited in claim 1, wherein the program is further configured to receive notice that the message content has been rendered and to recall a sent content packet if a notice of receipt is not received within a certain time period.

Amendment and Response

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Serial No.: 09/996,899

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Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS

12. (Original) The server as recited in claim 1, further comprising a confirmation module configured to receive confirmation from the one or more receivers that the message content has been rendered.

13. (Currently Amended) ~~An e-mail program stored on one or more computer-readable media~~ A system, comprising:

a receiver module configured to receive a content packet from one or more senders, the content packet including a content message, an advertiser bank account identifier, a value that the sender is willing to pay a receiver to render the content message, and finishing instructions detailing how the content message is to be rendered;

a bank request module configured to verify that an advertiser bank account identified by the advertiser bank account identifier in the content packet can satisfy the value identified in the content packet;

a rules module containing payment values that the receiver requires from the sender for the receiver to render the content message;

a rendering module configured to render the content message if the value that the sender is willing to pay the receiver to render the content message meets or exceeds a payment value established in the rules module and if the bank request module verifies sufficient funds are in the advertiser bank account to pay the value included in the content packet; and

a certification module configured to confirm that the content message has been rendered and to send a certification to the advertiser bank that the content message has been rendered.

14. (Currently Amended) ~~The e-mail program system~~ as recited in claim 13, wherein the rules module is further configured to identify a first amount required for playing/displaying ~~and an~~ audio/visual content message and a second amount required for printing a printable content message.

15. (Currently Amended) ~~The e-mail program system~~ as recited in claim 13, further comprising a notice module configured to receive notice from the advertiser bank that funds

Amendment and Response

Applicant: Howard Taub et al.

Serial No.: 09/996,899

Filed: November 30, 2001

Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS

have been transferred and to provide notification if such notice has not been received within a specified period of time since the content message was rendered.

16. (Currently Amended) The ~~e-mail program system~~ as recited in claim 13, wherein the rendering module is further configured to initiate a print job to print the content message.
17. (Currently Amended) The ~~e-mail program system~~ as recited in claim 13, wherein the rendering module is further configured to direct the content message to an audio/visual device for playback or display.
18. (Currently Amended) The ~~e-mail program system~~ as recited in claim 13, wherein:
the value in the content packet is a first value that indicates an amount the sender is willing to pay to display the content message; and
the content packet further comprises a second value that indicates an amount the sender is willing to pay to print the content message.
19. (Currently Amended) The ~~e-mail program system~~ as recited in claim 13, wherein the certification module is further configured to provide a customer bank account identifier that identifies a bank account to which funds are to be transferred from the advertiser bank account.
20. (Cancelled)
21. (Cancelled)
22. (Currently Amended) ~~A printer~~ A system, comprising:
an e-mail module configured to receive an e-mail message from one or more senders, said e-mail message containing a content packet that includes a content message that is printable ~~on the printer~~ and a print value that identifies a value the sender is willing to pay a receiver to print the content message;

Amendment and Response

Applicant: Howard Taub et al.

Serial No.: 09/996,899

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Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS

a rules module that contains a value the receiver requires from the sender for the receiver to print the content message and that is configured to print the content message if the print value that the sender is willing to pay the receiver to print the content message is greater than or equal to the value that the receiver requires;

a print confirmation module configured to verify that the content message was printed; and

a notice module configured to notify the sender that the content message was printed on the printer.

23. (Currently Amended) The ~~printer-system~~ as recited in claim 22, wherein the controller is further configured to delete the content packet if the print value is less than the value contained in the rules module.
24. (Currently Amended) The ~~printer-system~~ as recited in claim 22, wherein the content packet further comprises a sender bank account identifier, the ~~printer-system~~ further comprising a funds verifier configured to verify that sufficient funds to pay the print value to the receiver are in a sender bank account identified by the sender bank account identifier.
25. (Currently Amended) The ~~printer-system~~ as recited in claim 22, wherein the notice module is further configured to receive notice that funds have been transferred from the sender.
26. (Currently Amended) The ~~printer-system~~ as recited in claim 25, wherein the notice module is further configured to provide a notification that a funds transfer has not occurred if the notice that funds have been transferred from the sender is not received within a specified time period.
27. (Currently Amended) The ~~printer-system~~ as recited in claim 22, wherein the value is a monetary value.

Amendment and Response

Applicant: Howard Taub et al.

Serial No.: 09/996,899

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Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS

28. (Currently Amended) The ~~printer-system~~ as recited in claim 22, wherein the value is a credit that may be redeemed with the sender.

29. (Currently Amended) The ~~printer-system~~ as recited in claim 22, wherein the value is a slip that can be used for a credit or for redemption.

30. (Currently Amended) A method for distributing content messages to one or more receivers, comprising:

assembling a content packet at a computer device, the content packet including a content message and a plurality of rendering values that indicate different amounts based on a manner of rendering that a sender of the content message offers to credit the one or more receivers for rendering the message content the content message, the manner of rendering including at least one of displaying the content message and printing the content message;

sending the content packet to one or more receivers;

receiving notice that a receiver has rendered the content message from the content packet; and

crediting the receiver that rendered the content message with an amount equal to at least one of the plurality of rendering values based on the manner of rendering.

31. (Original) The method as recited in claim 30, wherein:

the content packet further comprises a content message identifier that corresponds to the content message in the content packet; and

the receiving notice further comprises receiving notice that a receiver has rendered a content message having a specific content message identifier.

32. (Original) The method as recited in claim 30, wherein:

the receiving notice further comprises receiving information identifying a bank account held by the receiver; and

the crediting the receiver further comprises crediting the receiver's bank account with a monetary value identified by the rendering value.

Amendment and Response

Applicant: Howard Taub et al.

Serial No.: 09/996,899

Filed: November 30, 2001

Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS

33. (Original) The method as recited in claim 30, wherein:
the receiving notice further comprises receiving information identifying a credit account held by the receiver; and
the crediting the receiver further comprises crediting the receiver's credit account with a number of credits identified by the rendering value.
34. (Original) The method as recited in claim 30, wherein the content message is printable.
35. (Original) The method as recited in claim 30, wherein the content message is an advertisement.
36. (Previously Presented) The method as recited in claim 30, wherein the content packet further includes a sender bank account identifier, and further comprising accessing a corresponding sender bank account to verify that the account exists and that there are sufficient funds in the account to cover the rendering value.
37. (Original) The method as recited in claim 30, wherein the content packet further includes finishing instructions that identify certain rendering requirements that must be met before the rendering value is applied to the receiver.
38. (Original) The method as recited in claim 30, wherein the rendering value is a first rendering value that indicates an amount credited for displaying the content message, and the content packet further includes a second rendering value that indicates an amount credited for printing the content message.
39. (Original) The method as recited in claim 30, further comprising digitally signing the content packet with a unique digital signature.
40. (Currently Amended) A method for receiving content messages from one or more sender computer devices, comprising:

Amendment and Response

Applicant: Howard Taub et al.

Serial No.: 09/996,899

Filed: November 30, 2001

Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS

receiving a content packet from a sender computer device, the content packet containing a content message and a rendering value, the rendering value indicating an amount the sender computer device offers to credit a receiver for rendering the content message;

verifying the sender computer device corresponds to a bank account that contains sufficient funds to satisfy the rendering value;

automatically initiating rendering of the content message if the rendering value is greater than or equal to a pre-determined rendering limit of the receiver and if the bank account contains sufficient funds to satisfy the rendering value;

notifying the sender computer device that the content message has been rendered; and

sending credit instructions to the sender computer device to receive credit for the rendering value.

41. (Original) The method as recited in claim 40, wherein the content message is an advertisement.

42. (Previously Presented) The method as recited in claim 40, wherein:
the rendering value is a first rendering value that indicates an amount the sender computer device offers to credit for displaying the content message; and
the content packet further includes a second rendering value that indicates an amount the sender computer device offers to credit for printing the content message.

43. (Cancelled)

44. (Original) The method as recited in claim 40, further comprising verifying a digital signature that is included in the content packet.

45. (Previously Presented) The method as recited in claim 40, further comprising verifying that the content message has been rendered before notifying the sender computer device that the content message has been rendered.

Amendment and Response

Applicant: Howard Taub et al.

Serial No.: 09/996,899

Filed: November 30, 2001

Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS

46. (Previously Presented) The method as recited in claim 40, wherein automatically initiating rendering of the content message further comprises initiating a print job to print the content message.

47. (Original) The method as recited in claim 40, further comprising receiving notice that an amount indicated by the rendering value has been credited.

48. (Original) The method as recited in claim 47, further comprising issuing a notification that a notice of credit has not been received within a specified period of time since the content message was rendered.

49. (Currently Amended) ~~A printer~~ A system, comprising:

an e-mail module configured to receive an e-mail message from one or more senders, said e-mail message containing a content packet that includes a content message that is printable ~~on the printer~~, a sender bank account identifier, and a print value that identifies a value the sender is willing to pay a receiver to print the content message;

a funds verifier configured to verify that sufficient funds to pay the print value to the receiver are in a sender bank account identified by the sender bank account identifier;

a rules module that contains a value the receiver requires from the sender for the receiver to print the content message and that is configured to print the content message if the print value that the sender is willing to pay the receiver to print the content message is greater than or equal to the value that the receiver requires and if the funds verifier verifies that sufficient funds are in the sender bank account;

~~a funds verifier configured to verify that sufficient funds to pay the print value to the receiver are in a sender bank account identified by the sender bank account identifier;~~

a print confirmation module configured to verify that the content message was printed; and

a notice module configured to notify the sender that the content message was printed ~~on the printer.~~

Amendment and Response

Applicant: Howard Taub et al.

Serial No.: 09/996,899

Filed: November 30, 2001

Docket No.: 10982142-1

Title: SYSTEMS AND METHODS FOR PROVIDING INCENTIVES TO CONSUMERS

50. (Currently Amended) A method for distributing content messages to one or more receivers, comprising:

assembling a content packet at a computer device, the content packet including a content message, a sender bank account identifier, and a plurality of rendering values that indicate different amounts based on a manner of rendering that a sender of the content message offers to credit the one or more receivers for rendering ~~the message content~~ the content message;

accessing a sender bank account identified by the sender bank account identifier to verify that the account exists and that there are sufficient funds in the account to cover the rendering value;

sending the content packet to one or more receivers for rendering if there are sufficient funds in the sender bank account to cover the rendering value;

receiving notice that a receiver has rendered the content message from the content packet; and

crediting the receiver that rendered the content message with an amount equal to at least one of the plurality of rendering values based on the manner of rendering.

51. (New) The system as recited in claim 22, wherein the system is implemented in a printer.

52. (New) The system as recited in claim 49, wherein the system is implemented in a printer.